

## ORDER



KSNV

<b>Orders</b>	<b>Order / Rev:</b>	<b>105824</b>
	Alt Order #:	06844881
	Product Desc:	JOE HECK 4 CONGRESS
	Estimate:	2622
	Flight Dates:	08/23/12 - 09/02/12
	Original Date / Rev:	08/22/12 / 08/22/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Strategic Media Placement, Inc.</b>
	Buying Contact:	
	Billing Contact:	
		7669 Stagers Loop
		Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heck, Joe for Congress
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	1
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	8	\$7,600.00	\$6,460.00
08/27/12	09/01/12	14	\$12,225.00	\$10,391.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	8	\$7,600.00	\$6,460.00	0.00
September 2012	14	\$12,225.00	\$10,391.25	0.00
<b>Totals</b>	<b>22</b>	<b>\$19,825.00</b>	<b>\$16,851.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

KSNV	25%	\$19,825.00
Market	100%	\$79,300.00

## Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	42%	\$33,306.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	27%	\$21,411.00
KTUD	1%	\$793.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/24/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	GM	6-7a	--TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								

Order / Rev: 105824  
 Alt Order #: 06844881  
 Flight Dates: 08/23/12 - 09/02/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2622

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$1,000.00		0.00						
E 2	KSNV	08/27/12	08/31/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWTF--	3		\$1,000.00		0.00						
E 3	KSNV	08/27/12	08/31/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWTF--	3		\$700.00		0.00						
E 4	KSNV	08/23/12	08/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	---TF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$700.00		0.00						
E 5	KSNV	08/23/12	08/24/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	---TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$1,000.00		0.00						
E 6	KSNV	08/27/12	08/31/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWTF--	3		\$1,000.00		0.00						
E 7	KSNV	09/01/12	09/01/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-----S-	1		\$625.00		0.00						
E 8	KSNV	08/27/12	08/30/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT---	:30	1	\$200.00	1	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWT---	1		\$200.00		0.00						
E 9	KSNV	08/27/12	08/31/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWTF--	3		\$1,100.00		0.00						
E 10	KSNV	08/23/12	08/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$1,100.00		0.00						
													Totals	22	\$19,825.00